

Amendment to Specifications

Please replace the second paragraph beginning on page 17 with the following amended paragraph:

Figure 6 illustrates an operational flow of a third embodiment of the invention. Referring to **Figure 6**, a client such as client **115** of **Figure 1**, requests information from and/or initiates some transaction with content provider **102** (block **602**). In response, content provider **102** (or a third party agent associated with content provider **102**) transmits to client **115** a request for registration information including personality characteristics, which is in turn received by client **115** (block **604**). If user **118** associated with client **115** elects to have a personality profile automatically generated for submission to content provider **102** (block **606**), then client **115** requests service provider **106** to generate a personality profile for submission to content provider **102** (block **612**). In response to the request of client **115**, service provider **106** generates a personality profile, including one or more personality characteristics, and submits the personality profile to content provider **102** on behalf of client **115** (block **614**). In one embodiment, service provider **106** submits the personality profile to content provider **102** using the network address of client **115** rather than that of service provider **106** so it appears that the profile is originating from client **115**. If, however, user **118** does not elect to have a personality profile automatically generated (block **606**), user **118** is able to log into or register with content provider **102** using manually entered personality information (block **608**), which also enables user **118** to complete the request and/or transaction (block **610**).

Please replace the second paragraph on page 20 with the following amended paragraph:

Clients **814-816** are configured similarly to clients **114-116** of **Figure 1**. That is, users **817-819**, respectively through clients **814-816**, may avail themselves to services offered by service provider **806** including content page delivery services as well as chat hosting services. In one embodiment, service provider **806** only provides chat hosting services to networking fabric **800**. Chat hosting service **832** (to be more fully discussed below) includes services to facilitate communication between a first client (e.g., client **814**) coupled to networking fabric **800**, and a second client (e.g., client **815**) also coupled to networking fabric **800**.